ABSTRACT OF THE DISCLOSURE

A database stores map data including road network data and landmark data. A route search unit searches for a route from a departure point to a destination point from the road network data stored in the database. A road pattern analysis unit analyzes a route pattern of the route by referring to the road network data, and obtains road pattern data as the analysis result. A landmark selection area decision unit determines a landmark selection area for route guidance along the route based on the road network data and the road pattern data. A landmark selection unit selects landmark data included in the landmark selection area from said database. A route guidance information generation unit generates route guidance information of the route using the road pattern data and the landmark data selected by the landmark selection unit. A presentation unit presents the route guidance information.